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U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

**AMENDMENT*****IN THE CLAIMS:***

Pursuant to 37 CFR § 1.121, below is a complete listing of all claims in the application.

[c01] - [c022] (canceled)

[c23] (new) A client device comprising:

a profile generator module for collecting a content selection describing a user's selection and use of a selected media content, the profile generator further for analyzing the collection of the content selection to characterize at least one user profile tag describing a characteristic of the user, the user profile tag comprising a user profile; and

a filtering module for receiving and decoding a plurality of tagged media data streams, each of the tagged media data streams comprising media content and one or more corresponding media content tags, each of the one or more corresponding media content tags identifying at least one predetermined characteristic associated with the media content, the filtering module further selecting at least one of the tagged media data streams having the user profile matched with the at least one predetermined characteristic,

wherein the client device presents the media content of the selected, tagged media data stream, the media content comprising a broadcast media program, a prerecorded media program, a gaming application, and a navigation application.

[c24] (new) The client device of claim 23, the filtering module further arranging the plurality of tagged media data streams by type of media content, the type of media content comprising an entertainment program, a gaming program, a shopping service, a news program, a mailing application, a communications service, a sporting event, a navigation program, and an advertisement.

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U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
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[c25] (new) The client device of claim 24, wherein the client device further presents the arrangement of the plurality of tagged media data streams by the type of media content.

[c26] (new) The client device of claim 25, the filtering module arranging each type of media content in an order from a selected, tagged media data stream having a higher correlation with the user profile to a selected, tagged media data stream having a lower correlation with the user profile.

[c27] (new) The client device of claim 23, the filtering module arranging the plurality of selected, tagged media data streams in an order from a selected, tagged media data stream having a higher correlation with the user profile to a selected, tagged media data stream having a lower correlation with the user profile.

[c28] (new) The client device of claim 27, wherein the client device further presents the arrangement of the plurality of selected, tagged media data streams.

[c29] (new) The client device of claim 23, the filtering module further collecting an input comprising a user-specified profile tag, the user-specified profile tag further comprising the user profile.

[c30] (new) The client device of claim 23, wherein the client device comprises a set-top box.

[c31] (new) The client device of claim 23, wherein the client device comprises a computer device.

U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

[c32] (new) The client device of claim 23, further comprising:

an insertion module for detecting, decoding, and matching an insertion event having at least one predetermined insertion characteristic, the insertion event comprising a cue embedded within the media content and a request communicated by the client device, the insertion module further communicating and inserting other media content having the at least one predetermined insertion characteristic matched with the user profile.

[c33] (new) The client device of claim 32, wherein the client device further presents the other media content.

[c34] (new) The client device of claim 23, further comprising:

a memory subsystem for storing data, the data comprising the tagged media data stream, the user profile, the insertion event, an input signal, an output signal, a modulated data signal, a communications signal, and a buffer of information associated with the data.

U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

[c35] (new) A storage medium on which is encoded instructions for performing the following steps of:

storing a user profile associated with a media delivery service on a client device in a client-server network, the user profile comprising at least one user profile tag describing a characteristic of a user of the client device;

storing a plurality of tagged media data streams, each of the tagged media streams comprising media content and one or more corresponding media content tags, each of the one or more corresponding media content tags identifying at least one predetermined characteristic associated with the media content;

detecting and decoding a signal to request the media delivery service and to associate the user profile;

accessing the at least one user profile tag;

accessing the one or more corresponding media content tags;

correlating the one or more corresponding media content tags with the at least one profile tag to select the media content having a relative correlation to the user profile; and

accessing the selected, media content, the selected, media content comprising a broadcast media program, a prerecorded media program, a gaming application, and a navigation application.

[c36] (new) The storage medium of claim 35, on which is encoded further instructions for performing the following steps of:

communicating the selected, media content to an input/output module of the client device for presentation; and

presenting the selected, media content.

U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

[c37] (new) The storage medium of claim 35, on which is encoded further instructions for performing the following step of:

detecting, decoding, and matching an insertion event having at least one predetermined insertion characteristic, the insertion event comprising a cue embedded within the media content and a request communicated by the client device, the insertion module further communicating and inserting other media content having the at least one predetermined insertion characteristic matched with the user profile.

[c38] (new) The storage medium of claim 35, on which is encoded further instructions for performing the following steps of:

arranging the plurality of tagged media data streams by type of media content, the type of media content comprising an entertainment program, a gaming program, a shopping service, a news program, a mailing application, a communications service, a sporting event, a navigation program, and an advertisement; and

presenting the arrangement of the plurality of tagged media data streams by the type of media content.

[c39] (new) The storage medium of claim 35, on which is encoded further instructions for performing the following steps of:

arranging the plurality of selected, tagged media data streams in an order from a selected, tagged media data stream having a higher correlation with the user profile to a selected, tagged media data stream having a lower correlation with the user profile; and

presenting the arrangement of the plurality of selected, tagged media data streams.

U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

[c40] (new) A method comprising:

storing a user profile associated with a media delivery service on a client device in a client-server network, the user profile comprising at least one user profile tag describing a characteristic of a user of the client device;

storing a plurality of tagged media data streams, each of the tagged media streams comprising media content and one or more corresponding media content tags, each of the one or more corresponding media content tags identifying at least one predetermined characteristic associated with the media content;

detecting and decoding a signal to request the media delivery service and to associate the user profile;

accessing the at least one user profile tag;

accessing the one or more corresponding media content tags;

correlating the one or more corresponding media content tags with the at least one profile tag to select the media content having a relative correlation to the user profile; and

accessing the selected, media content, the selected, media content comprising a broadcast media program, a prerecorded media program, a gaming application, and a navigation application.

[c41] (new) The method of claim 40, further comprising:

communicating the selected, media content to an input/output module of the client device for presentation; and

presenting the selected, media content.

U.S. Application No. 10/039,062 Examiner Reilly, Art Unit 2153  
Response to February 18, 2005 Office Action

[c42] (new) The method of claim 40, further comprising:

detecting, decoding, and matching an insertion event having at least one predetermined insertion characteristic, the insertion event comprising a cue embedded within the media content and a request communicated by the client device, the insertion module further communicating and inserting other media content having the at least one predetermined insertion characteristic matched with the user profile.

[c43] (new) The method of claim 40, further comprising:

arranging the plurality of tagged media data streams by type of media content, the type of media content comprising an entertainment program, a gaming program, a shopping service, a news program, a mailing application, a communications service, a sporting event, a navigation program, and an advertisement; and

presenting the arrangement of the plurality of tagged media data streams by the type of media content.

[c44] (new) The method of claim 40, further comprising:

arranging each type of media content in an order from a selected, tagged media data stream having a higher correlation with the user profile to a selected, tagged media data stream having a lower correlation with the user profile; and

presenting the arrangement of the plurality of selected, tagged media data streams.

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